



**Awareness & Education  
Action Team Meeting  
April 11, 2023 9:00-10:30 AM  
Virtual via Zoom**

**Total Attendees (7)**

Attendee	Sector Membership	Agency / Organization
Lizzy Chalfin	Local Government	Natick 180 / Natick Health Dept.
Scott Davis	Parent	Community member
Astrid Dretler	Local Government	Natick 180 / Natick Health Dept.
Michele Marotta	Civic / Volunteer Organization	SPARK Kindness
Shirley Toumayan Miller	Parent	Community member
Katie Sugarman	Local Government	Natick 180 / Natick Health Dept.
Katelynn Tivey	Local Government	Natick 180/Natick Health Dept. & Regis College Intern



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**Meeting Minutes:**

Agenda Item	Discussion
1. Citizens' Concerns	Shirley Toumayan Miller wants to add, as an agenda item at a later time, the possibility of bringing the film "Screenagers" to Natick. This documentary is a 3-part series on teen mental health and growing up in the digital age. Lizzy Chalfin mentioned having sent an email inquiring about potentially hosting a screening in the fall, and following up with a phone call. For more information, see <a href="http://www.screenagersmovie.com">www.screenagersmovie.com</a>
2. Approve past meeting minutes	A vote on meeting minutes from <b>Feb. 13th &amp; Mar. 14th 2023</b> was tabled due to a small number of attendees. The past meeting minutes will be voted on in May.

<p>3. Updates &amp; announcements</p>	<p><b>a. Community Champion Award Nominations</b> - this was promoted in the last N180 newsletter. Nominations are now open. The award will be presented at the spring full coalition meeting. Anyone who embodies the values espoused by the Coalition is eligible to be nominated (does not have to be a coalition member; can be a community member or someone who works in Natick). N180 will be seeking nominations through the beginning of May. N180 will also develop a list of past recipients so that people are not re-nominated. The Steering Committee will hold a vote.</p> <p><b>b. Coalition Wide Meeting</b> - will be held on 5/25/23 at the Community Senior Center from 5:30-7 pm. This meeting will be a celebration of Natick 180's accomplishments over the past year, and a presentation of the Community Champion award. The meeting will be hybrid; a light dinner will be provided to in-person attendees. N180 plans to invite local political representatives. The upcoming townwide focus on mental health in May may provide an opening to invite new community members to the meeting. We will bring the flyer to our table at the Marathon to spread the word about the meeting.</p> <p><b>c. After Prom Party Seeking Volunteers</b> - Fri, 5/12/23 from 12 am - 5 am. The APP committee is in need for all aspects of the party including set up, chaperoning, and clean up. The theme is Neon 80's. For more information, see: <a href="https://www.natickhighptso.com/after-prom-party">https://www.natickhighptso.com/after-prom-party</a></p>
<p>3. Recap of Past Month's Events</p>	<p><b>a. Drug and Alcohol Facts Week</b> - March 20th - 26th - N180 shared different facts on its social media channels. Daily announcements by NATI students were made each morning, and it helped to highlight not only the substance use facts, but also to raise awareness about NATI as an active organization at the high school.</p> <p><b>b. Equity Co-Op Day</b> - was held on 3/23/23 - NATI students led 6 different class sessions on substance use, mental health, self-care and supporting peers who may be struggling. It is estimated that NATI reached 84 students total. They did a great job and their presentations were well-received.</p> <p><b>c. Kick Butts Day</b> - was held on 5/30/23. This event was run by the 84 Movement, and brought youth from across MA to participate in advocacy events on tobacco control at the State Capitol. Only 1 NATI student was available; Katie and Lizzy both attended, and together they met with representatives from Karen Spilka's office. It was a great event, and culminated in a rally on the statehouse steps.</p>

<p>4. Upcoming Events</p>	<p><b>a. Growing Up in Public with Dr. Devorah Heitner</b> - April 13th <a href="#">Growing Up in Public</a>: Navigating Reputation and Social Media in the Digital Age. This event is about character building and building the right digital footprint. Devorah Heitner's new book is coming out this summer. Natick 180 is a Spotlight Partner at this event. SPARK is giving away 100 free copies of her book. Dr. Art Ferguson will be co-hosting the event. SPARK is happy to announce that Dr. Heitner will be doing another upcoming session on May 15th, primarily for NPS educators, at 4 pm.</p> <p><b>b. Natick 180 Booth at Boston Marathon</b> - April 17th - N180 will distribute resources and swag. Last year's marathon banner will be attached to our booth. Will also promote our spring coalition meeting and Prescription Medication Take Back Day. We will distribute medication lock bags to the first 20 people who would like one. N180 will start tracking the number of bags given out at events, as a proxy measure for harm reduction. We may want to pre-assemble resources into drawstring or N180 shopping bags; we can place items into standing holders as well as placing scannable QR codes on resources for easy distribution</p> <p><b>c. Prescription Drug Take Back Day</b> - April 22nd - There will be one collection site behind the NPD as well as one in the Wegmans' parking garage. The JRI van will be present at NPD; they can collect sharps. N180 will provide lock bags to be distributed as well. The Health Dept has sharps containers, which we could be given out during the event.</p> <p><b>d. Family Caregiver Toolkit Webinar with Families For Depression Awareness</b>) - April 27th - this event will focus on how to care for loved ones who struggle with mental health and/or depression. It would be good to have some questions thought out in advance to pose or put in the chat during the presentation. Creating a dialogue and suggesting resources would be ideal.</p> <p><b>e. NHS Step Up Night</b> - April 26th - N180 staff and NATI students will have a table at the event, promoting the organization and giving away swag. The goal is to try to get rising 9th graders to join the club and spread the word.</p> <p><b>f. Cochituate Rail Trail Clean-Up (sponsored by SPARK Kindness)</b> - April 30th - this event will be part of Earth Day activities. Natick Rotary, Keep Natick Beautiful, and N180 are partnering with SPARK. Parking will be at the AmVets parking lot. It is a nice way to forge connections in the community. NATI students will be invited to join.</p> <p><b>g. Middle School (WMS, KMS, Riverbend) Health Class Presentations</b> - early May - Lizzy and Katie will be visiting health classes to present to middle school students on the topics of substance use, stress, mental health and peer influences. Deceptive marketing and advertising practices will also be examined.</p>
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5. Discussion

**a. Mental Health Awareness Month - May** - This is a new, town wide campaign with multiple town partners. A banner will be hung in town center on Rte. 27, announcing May as Mental Health awareness month. Green ribbons denote this campaign and will be distributed. A new QR code with information and resources is being developed and will be promoted throughout town buildings and other local businesses. A specific Facebook page has been created with posts and information that are shareable by other town organizations. Additional ways to spread the word and help raise awareness are welcome. Suggestions include local newspapers (Natick Neighbors - editor Collin Tuchalski), monthly bulletins, downtown business's emails - maybe they could add a tagline regarding the campaign. Check in with Athena Pandolf about the Natick Center Cultural District's involvement. One idea is to create window cling decals with the green ribbon saying "Natick supports mental health." The library will have a creative display on this theme, including a table with resources at the entrance. The new town communications director will be assisting with social media. Lawn signs and maybe a unique visual (i.e. lawn ornament flamingos) could be a good idea (could likely revisit this idea next yea). The Town of Natick will be hosting an employee health fair on May 2nd, and information will be shared.

**Marketing/Advertising:**

- Banners & Flyers on town buildings
- Green ribbons for individuals to wear
- Newsletters, Newspaper ads
- Facebook page and social media

**Events:**

- Kick Off Event (5/4) - still being determined who will be invited and how it will take shape.
- Mental Health Essentials for Parents and Caregivers (5/8) - Karen Spilka's event, partnering with the state Mental Health collaborative. This is a regional event. Information will be forthcoming; there will be a registration page. For more information, see: [https://karenspilka.com/mentalhealth?fbclid=IwAR0Rw-VJR3CL-7TVoJ\\_Hv8w-Xw8TWI6cULS-gopY4BvVNIO5KMWki8xS3nQ&mibextid=uc01c0](https://karenspilka.com/mentalhealth?fbclid=IwAR0Rw-VJR3CL-7TVoJ_Hv8w-Xw8TWI6cULS-gopY4BvVNIO5KMWki8xS3nQ&mibextid=uc01c0)
- Natick Farmers Market (5/13) - there will be a booth to raise awareness about mental health and community resources.
- Youth Discuss Living Through A Mental Health Crisis (5/17) - FFDA
- QPR Suicide Prevention Training (5/24) - Natick 180 will host this event.

**b. Programming Ideas for Fall 2023:**

Even though it is currently spring, we need to start talking about plans for next fall. There were some good ideas shared that were not able to be accomplished this past school year. Having a variety of types of presentations resonates with this action team. These include the following:

-Hosting a panel event on youth substance use with Dr. Miriam Schizer of Boston Children's Hospital. Her area of expertise is adolescent substance use and mental health; youth brain development; having conversations with your youth. She has expressed interest in partnering with N180, so we will get in touch to see what her availability is for the fall. The overall plan is to host a panel event with a medical expert, parent/caregivers, and N180 staff.

-SPARK's upcoming plans: Aug & Oct are particularly busy months, including hosting Lisa Damour on 10/18 to address the emotional health of teens. There will

	<p>also be an anti-bullying program later in Sept, but Sept is generally a good time to plan for additional programming (especially since Sept. is National Recovery Month; possibly do another screening of Recovery City). SPARK will be hosting a back-to-school Aug. event (date TBD) with Caroline Maguire on friendship/social skills development and impact on youth loneliness.</p> <p>-Natick 180 is interested in following up on the idea to do a screening of “Screenagers” - The film includes segments on 1) Growing up in the digital age; 2) Uncovering skills for stress resistance; 3) Under the influence: vaping, drugs and ETOH.  <i>*Wellesley High School is hosting a screening on 5/9 at 7 pm.</i></p> <p>-2nd Act - artists in this company are people in recovery or who have been affected by addiction; they use drama therapy to address the impact of substance use. They offer prevention productions as well as workshops. N180 needs to decide whether we would want to plan for a community event, or a school-based event (while acknowledging that it is a big commitment by the schools in terms of time dedicated to both the auditorium performance plus workshops in individual classes). Having a community event first might be helpful in terms of getting support to bring it into the schools. Health teachers could incentivize their students to attend. We need to decide whether it is worth hosting a single performance v. workshops which offer skill-building (which is more evidence-based and effective). For more information, see: <a href="http://weare2ndact.org">weare2ndact.org</a></p> <p>-Jon Mattleman “Minding your Mind” - it would be good to invite him back to Natick, since his past sessions have been very popular and well-attended. His presentations are generally aimed at parents of middle and elementary-aged children. Minding your Mind also has pre-recorded sessions which could be coupled with a facilitated discussion after a viewing.</p> <p>-Other ideas include:  developing a ‘positive assets’ campaign  conducting trainings with coaches &amp; sports teams.</p> <p><b>Reimagining Prom</b> - This issue arose during the last Steering Committee meeting. The existing prom “model” has become quite elaborate and elite and not equitable. NATI students shared their viewpoint that students generally do like the prom and its “culture” even though it is very expensive and there is no bus. N180’s goal is to support the schools, parents and youth. N180 will be making a monetary donation to the APP, and will volunteer during the event. We could help to identify businesses that are willing to support youth in ways that allow them to feel like their “fullest self” (i.e. the seamstress who offered, through a Natick Facebook post, to alter clothing for trans kids free of charge). Local businesses do provide generous donations to the APP, in support of the goal of keeping youth safe. Prom tickets are over \$100. Scaling back the cost of the prom would involve keeping the event local (on premise at the high school) and that would eliminate the need for transportation or limos. It is not N180’s role to help decide where the venue should be or whether it should be changed in a meaningful way. Natick 180 can help support alternatives to the prom (i.e. tickets to a red sox game with a chaperone for students who don’t want to attend).</p>
<p>7. Set next meeting date &amp; adjourn</p>	<p>*WED May 10, 2023 from 9:00 AM - 10:30 AM EST</p>

